

# Telling Better Science Stories



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# Public Speaking:

- Start with an **IDEA**
- Our audience allows us to rent space in their head!
- Do you have an idea that is worth sharing?
- One that can change how people see the world?



# Reputation is bedrock

- Passion and integrity
- Word choices matter, emotions to match the words
- Take them on a journey, engage several senses
- Arrive at a new place
- Above all, be relatable

# Have a STORY ARC

- A beginning—the what
- A middle—the so what
- An end—now what?
- Just like a great song

# Outline the story

- Then cut it in half
- Cut it in half again
- SAY LESS, not more



# Use great graphics whenever possible

- A picture is worth...
- Use animations where you can
- Deliver a dashed line talk - - - - - >
- Never a solid line ----->
- Better engagement

# Thank you

- Time for questions...